

## ABSTRACT OF THE DISCLOSURE

A system and method for managing communication in an integrated services network ensures that media information is displayed on at least one of two terminals during a call without using any transmission bandwidth. This is achieved by having at least one of the terminals pre-store the media information in a memory and then controlling the terminal to recall and display this information when certain events occur during the call. The media information may include animated information, images, and short-time video scripts. This information and broader band media such as streaming video may be displayed on the same terminal. The display of media information may also be controlled based on the past knowledge and experience callers have about one another and/or their communications equipment.